



# YYC Matters – Provincial Election 2023

2023 March 15

(IGA2023-0086), C2023-0333



# Recommendation

The Intergovernmental Affairs Committee recommends that Council direct Administration to use the proposed approach and themes to conduct a 2023 YYC Matters Provincial Campaign



## Previous Council Direction

In advance of the 2019 provincial election and the 2019 and 2021 federal elections, City of Calgary Administration sought and received Council's direction to prepare and conduct a YYC Matters campaign.

At that time, Council was also asked for, and provided, guidance on the key issues or themes for each campaign.



## Why does this matter?

- Provincial governments shape The City of Calgary's ability to deliver the services Calgarians expect.
- YYC Matters is an opportunity to draw the attention of the parties competing to be the next government to pressing local concerns and provide Calgarians with information about how that government can address those concerns.
- Purpose is to inform, not influence.

# Proposed Themes for 2023

## Economic Resilience



## Social Resilience



## Climate Resilience



## Downtown



## Modern Government



Citizen-centric



Non-partisan

Information-based



Consistent with role and legislation



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